

THE  
ORIGIN

OF

HARD OIL

FINISH.

FOR SALE BY  
ADAMS & PARK,  
CHESTER, VT.

**FOR OUTSIDE DOORS**

**Use Berry Brothers'**

**Elastic Outside Finish**

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**FOR FLOORS**

**Use Berry Brothers'**

**Elastic Floor Finish**

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**Grain & Wood Alcohol Shellacs,**

**DURABLE STAINS,**

**All Kinds of Varnishes, Dryers, Etc.**

TD Cat 1880 Berry Brothers Ltd.

## ATHENAEUM OF PHILADELPHIA

It is now about fifteen years since public sentiment set in toward the finishing of woods for interiors in a manner to preserve the natural color and grain of the wood.

With the birth of this desire came the need of a suitable finish that must have certain qualifications not possessed by any varnish then in the market, and without which natural wood finishing would never have attained its present position at the head of all other modes.

Natural woods possess a latent beauty only, and like other natural productions require developing by art before their perfections become manifest. It was necessary, therefore, to devise something to bring out and preserve the natural grain of the wood and at the same time produce a finish that should be brilliant, durable, inexpensive and simple of application.

Bringing an experience of twenty years to bear upon the subject, we at length, after a series of careful experiments, placed upon the market an entirely new article, it being then as now, the only thing offered successfully meeting all the requirements for an artistic finish on natural woods, and which we christened HARD OIL FINISH.

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Td Cat  
1880

Berry.

The sterling merit of our invention met with early recognition, and it soon became evident that Hard Oil Finish had come to stay, its popularity becoming so great that its name passed into our common language, the term Hard Oil Finish being now a household word.

At this juncture other manufacturers began to be asked for Hard Oil Finish, but were unable to furnish it, as beyond the knowledge that it was a certain new something, mysterious but good, made by BERRY BROTHERS, of Detroit, and producing the most beautiful effect on natural woods ever known, they knew nothing of it. The demand for Hard Oil Finish, however, became so great that one by one the manufacturers fell in line and put out something they offered the trade as Hard Oil Finish. It was a simple matter to plagiarise the name of our invention, but right there commenced and ended all attempts at successful imitation. Finding it impossible to cope with us on the quality of the goods, an attack was made on the price, and many of our competitors came down on the figures and incidentally on the quality; for as is well known, cutting the price almost invariably means cutting the quality. This policy, however, strengthened our position rather than otherwise, and a greater demand than ever set in for BERRY BROTHERS' HARD OIL FINISH, although we maintained the price throughout, its

superiority over the imitations being so apparent that any one who had once used BERRY BROTHERS' HARD OIL FINISH would take no other at any price.

Since its introduction BERRY BROTHERS' HARD OIL FINISH has never varied in quality, and to this fact is largely due the great success that has attended it.

There is even yet, to some extent, an impression abroad that a common formula is used by all manufacturers in making Hard Oil Finish and that it has a fixed standard of quality, varying only in such slight degree as any two lots of a certain varnish might differ. This is a mistaken idea, that made by BERRY BROTHERS being the original and only genuine Hard Oil Finish in the market; all other makes are imitations, many of them being entirely worthless and all differing radically from BERRY BROTHERS' HARD OIL FINISH.

Among the trade BERRY BROTHERS' HARD OIL FINISH is universally acknowledged as the standard, and this fact is so generally recognized among architects that in writing their specifications it is very common to specify "BERRY BROTHERS' HARD OIL FINISH, or one equally as good." This latitude permitted by the architect sometimes results in the adoption of an inferior goods, as dealers handling other brands will often represent them as "just as good as



Berry Brothers'," and as the prices of the various imitations range lower than ours, purchasers are induced to buy a spurious article. Once in a while, but not often, complaint is heard that BERRY BROTHERS' HARD OIL FINISH is too high priced, and while it is true ours costs a little more money than the imitations, it is more economical to the consumer, for the reason that BERRY BROTHERS' HARD OIL FINISH will cover more surface than any other so-called Hard Oil Finish; so that while ours may cost a trifle more by the gallon, a quantity sufficient to finish a house would cost no more than any of the inferior goods. Thus we claim that BERRY BROTHERS' HARD OIL FINISH is not only the best but the cheapest.

If you are building, ask your architect to include BERRY BROTHERS' HARD OIL FINISH in your specifications, and see that your contractor uses it.

BERRY BROTHERS' HARD OIL FINISH is for sale by most dealers in Paints, Oils and Varnishes throughout the country, but should your local dealer not happen to have it in stock, your wants can be supplied direct from here or any of our stores.

**BERRY BROTHERS,**  
**DETROIT.**

ASK YOUR DEALER

FOR

**BERRY BROTHERS'**

Hard Oil

· **FINISH** ·



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The Original and only Genuine  
Hard Oil Finish made.

1889

# BERRY BROTHERS'

*Branch Offices and Stores.*

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|                     |                          |
|---------------------|--------------------------|
| NEW YORK, . . .     | 252 PEARL STREET.        |
| BOSTON, . . .       | 42 PEARL STREET.         |
| PHILADELPHIA, . . . | 433 ARCH STREET.         |
| BALTIMORE, .        | 22 EAST LOMBARD STREET.  |
| CHICAGO, . . .      | 214 RANDOLPH STREET.     |
| CINCINNATI, . . .   | 102 MAIN STREET.         |
| ST. LOUIS, . .      | 404 NORTH SECOND STREET. |